



City Councilmember

**Carl DeMaio**

News Release

# DeMaio Kicks Off Major Job Creation Initiative Dubbed “Pathway to Prosperity”

*Outlines 7 Major Policy Proposals; Appoints 15-Person Job Creation Task Force, Unveils “Job Creation Hotline,” and Convenes Jobs Summits*

FOR IMMEDIATE RELEASE:  
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San Diego – From the man who brought San Diego the 90-page “Roadmap to Recovery” plan to fix city finances comes the “Pathway to Prosperity,” an initiative to get San Diegans back to work through job creation. Councilmember Carl DeMaio today kicked off a four-month effort to advance what he calls “cutting edge ideas that will make San Diego the leader in innovation, entrepreneurship, and job creation.”

“We need to get San Diegans back to work – and I’m aggressively pursuing ideas to make city government a help, rather than a hindrance, to economic recovery in our region,” commented DeMaio.

DeMaio’s “Pathway to Prosperity” initiative includes four major components:

**7 “Break Through” Proposals:** DeMaio unveiled 7 policy proposals that constitute his “starting point” for job creation – ranging from a complete overhaul of how Development Services Department processes permits to the creation of a “CleanTech” Incubator and Expo.

**15-Person Task Force:** To assist in the review and formulation of job creation and economic development strategies, DeMaio is appointing a 15-person Task Force comprised of well-known San Diego business leaders and experts.

**Job Creation Hotline:** San Diegans can share their ideas for job creation and regulatory reform by calling 619-236-6210.

**“Jobs Summits:”** Over the next five months, DeMaio will convene a series of Town Halls where business owners and members of the public can help formulate and refine proposals for job creation.

## Economy-Wide Strategies

**Strategy 1: Regulatory Reform**

**Strategy 2: Workforce of the Future**

**Strategy 3: Transitioning to a Sustainable Economy**

**Strategy 4: Affordable Housing and Infrastructure**

**Strategy 5: R&D and Innovation**

## Sector-Specific Strategies

**Strategy 6: Military**

**Strategy 7: Life Sciences/Bio-Tech**

**Strategy 8: Tourism**

**Strategy 9: Clean-Tech**

**Strategy 10: Communications**

# Task Force

- Jerry Navarra – Chairman, Jerome's Furniture
- Susie Bauman – Owner, Bali Hai Restaurant
- Ruben Garcia - District Director, Small Business Administration
- Leo Hamel – Owner, Leo Hamel Fine Jewelers
- Frank Hewitt – Chairman, IntelliSolutions, Inc.
- Laura Nelson – Owner, Cass Construction Co.
- Phil Pace – Owner, Phil's BBQ
- Tom Sudberry – Chairman, Sudberry Properties
- Ed Plant – Owner, San Diego Cold Storage
- Janie Ramshaw – Owner, Ramshaw Enterprises, Inc.
- Joe Terzi – President & CEO, San Diego Convention & Visitors Bureau
- Vince Vasquez – Senior Policy Analyst, National University
- Courtland Weisleder – Founder, Greener Dawn Inc., and US Green Chamber of Commerce
- Steve Williams – Partner, SENTRE Partners

# Forums

DeMaio currently has four “Jobs Summits” scheduled and has tapped well-known economic commentator George Chamberlain of the San Diego Daily Transcript to serve as facilitator:

**Thursday, September 15, 2011**  
**SONY ELECTRONICS**  
16350 Via Esprillo  
San Diego, CA 92127

**Friday, October 21, 2011**  
**BALBOA PARK**  
War Memorial Building  
2125 Park Boulevard  
San Diego, California 9210

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**Friday, November 4, 2011**  
**GEN-PROBE**  
10210 Genetic Ctr. Dr.  
San Diego, CA 92121

**Friday, December 2, 2011**  
**San Diego State University**  
5500 Campanile Dr.  
San Diego, CA. 92182

# 7 Policy Proposals

1. **Designate “Job Sector Coordinators” to Trouble-Shoot Problems in Economic Sectors**
2. **Overhaul of Permit Processing at Development Services**
3. **Clean Tech Incubator Center and Retail Expo**
4. **Expand the “Hire a Youth” Program to Support 5000 Youth Jobs**
5. **Vocal Leadership to Ensure Completion of Navy Headquarters Project**
6. **Implement the “Tourism 2020” Strategic Plan**
7. **Make San Diego a “Fair and Open Employment” Region**

## Implementation

**Appoint a Deputy Mayor for Job Creation**

**“Politicians do not know how to create jobs, and they have a track record of mostly killing jobs. That’s why as a businessman I am reaching out to other business leaders for their suggestions on how to streamline city government to foster job creation in San Diego.”**  
**-- Carl DeMaio**